

# **Magic words**

One company that has already organised its public image and clearly has little to learn in the eco-profit game is the Canadian corporation Loblaw. This dominant retailer and wholesaler, controlling about 27 per cent of Canada's food market, has actually trademarked the names "G.R.E.E.N.", "environmentally-friendly", "body-friendly" and "ozone-friendly", to capitalize on what it feels will be the major consumer issues of the coming decade: the environment and health. For their help and their endorsement of some green goods, Loblaw pays some environmental groups a percentage: Friends of the Earth get a penny per carton of baking soda for endorsing its repackaging as a cleaner, for example.

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